



PRESS RELEASE

POWER+ BLOWER



PRODUCT INNOVATION WINNER 2016



ECO INNOVATION WINNER 2016

GOOD DESIGN Award

POWER+ MOWER



NEW PRODUCT INNOVATION WINNER 2016



ECO INNOVATION WINNER 2016

GOOD DESIGN Selection

## EGO RECOGNISED FOR INNOVATION BEYOND BELIEF

EGO 56V Cordless Outdoor Power Equipment is celebrating recent wins at both the 2016 Australian Business® Awards and The Good Design® Awards winning an impressive haul of 6 awards.

The Australian Business® Awards are a comprehensive national awards program, recognising excellence in design and features of products that exceed new and existing marketing needs. The Good Design® Awards are Australia's longest standing national design awards program, promoting the very best in design, innovation, and creativity at a national and international level. Both organisations are highly regarded, and their awards much sought after.



**PRESS RELEASE**

## **EGO'S AWARD WINNING FORM**

### **EGO POWER Plus 52cm Self Propelled Mower**

- The Australian Business® Awards 2016 ABA100 Winner for New Product Innovation
- The Australian Business® Awards 2016 ABA100 Winner for Eco Innovation
- The Good Design® 2016 Selection Award Winner

The EGO POWER Plus Self-Propelled Lawn Mower is Australia's first cordless rechargeable self-propelled lawn mower. Built on the proven design and features of the EGO 56V Power Plus ARC Lithium platform, the new Self-Propelled model is a powerful and innovative alternative to traditional combustion engine self-propelled units, offering the performance and torque of petrol without the noise, fuss and fumes. Customers with larger blocks, the elderly and commercial users, are just a few who will benefit from this latest innovation from EGO, which features an intuitive integrated self-propulsion system making mowing easier for people who may not have the strength or energy to push or start a conventional mower.

### **EGO POWER Plus 900m<sup>3</sup>/h Blower**

- The Australian Business® Awards 2016 ABA100 Winner for New Product Innovation
- The Australian Business® Awards 2016 ABA100 Winner for Eco Innovation
- The Good Design® 2016 Award Winner

The EGO Blower series is recognised as one of the industry's first range of cordless blowers to truly match and in most cases, surpass the power and performance of petrol blowers. The new EGO POWER Plus 900m<sup>3</sup>/h Blower offers category leading air moving power, without the noise, fuss, fumes.



## PRESS RELEASE

National Business Director, Barry Crowhurst commented. “Chervon has spent over a decade researching, developing, and perfecting our line-up of industry leading EGO 56-Volt cordless outdoor power equipment. Our goal is to offer the Australian gardener, and the world, a truly revolutionary and environmentally friendly alternative to traditional petrol products. To receive 6 awards of this caliber for our Blower and Mower within our first 2 years acknowledges and distinguishes EGO as a market leading brand that strives for excellence, quality, and superior performance to exceed consumer expectations as the world becomes more environmentally conscious.”

Barry added.” While these accolades recognise that EGO Power Plus products not only satisfy, but exceed the criteria of national and international judges, we’re particularly proud of our ECO Innovation Awards, recognising our industry leading status in creating products designed to decrease negative environmental effects. The Global EGO Team are truly honoured to receive these awards, and we look forward to continuing to lead the OPE industry in product innovation, performance and design. “



## PRESS RELEASE

### Links to Images

[EGO Blower Images & Award Logos](#)

[EGO Mower Images & Award Logos](#)

### Brand Logo Links

[EGO Logo Positive](#)     [Vector File](#)

[EGO Logo Negative](#)     [Vector File](#)

### **ABOUT EGO 56V POWER Plus**

The EGO brand of cordless outdoor power equipment delivers POWER BEYOND BELIEF and is the brainchild of Chervon, one of the world's largest manufacturers of electric power tools and related products. For the past 20 years, Chervon has specialised in researching, developing and manufacturing electric power tools for many of the largest professional brands. The company's philosophy— to build a better world by building better tools— has earned it a reputation for quality and innovation. Notable achievements include introducing the first ever power tool equipped with a laser guideline, leading the laser level and digital level markets, lithium-ion power tools and, most recently, the launch of EGO. Chervon is a global operation with locations in the U.S., Canada, Europe, Australia and Asia.

For more information, visit [www.egopowerplus.com.au](http://www.egopowerplus.com.au) or [www.chervongroup.com](http://www.chervongroup.com)